

## ORDER



Orders      Order / Rev: 56204  
 Alt Order #: 09818032  
 Product Desc: CONNIE MACK SENATE  
 Estimate: 467  
 Flight Dates: 09/17/12 - 09/21/12  
 Original Date / Rev: 09/13/12 / 09/13/12  
 Order Type: CIA - O

Primary AE: Millennium Washington DC  
 Sales Office: MNAT  
 Sales Region: National

Agency      Name: McLaughlin & Associates  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: 566 South Route 303  
Blauvelt, NY 10913

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser      Name: Connie Mack/R/US Senate  
 Demographic: A35+  
 Product Codes: US Senate  
 Priority: P-2  
 Revenue Codes: AGY, POL-CAND, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:00:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**  

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/21/12	12	\$5,000.00	\$4,250.00

**Totals**  

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	12	\$5,000.00	\$4,250.00	0.00
<b>Totals</b>	<b>12</b>	<b>\$5,000.00</b>	<b>\$4,250.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**  

	Share	Total
CBS 47	29%	\$5,000.00
Market	100%	\$17,241.38

**Competitive Share**  

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	41%	\$7,068.97
WJXX	3%	\$517.24
WTLV	27%	\$4,655.17

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
E 1	WTEV	09/17/12	09/21/12	Action News @ Noon	CM	12:00 PM-12:30 PM	MTWTF--	:30	2	\$460.00	P-2	0.00	NM	2	\$920.00												
NEWS																											
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/17/12</td> <td>09/23/12</td> <td>MTWTF--</td> <td>2</td> <td>\$460.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/17/12	09/23/12	MTWTF--	2	\$460.00	0.00	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 09/17/12	09/23/12	MTWTF--	2	\$460.00	0.00																						
E 2	WTEV	09/17/12	09/21/12	Action News @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00												
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E 2	WTEV	09/17/12	09/21/12	Action News @ 5p Action News @ 5p NEWS	CM	5:00 PM-5:30 PM	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
E 3	WTEV	09/17/12	09/21/12	Action News @ 530p Action News @ 530p NEWS	CM	5:30 PM-6:00 PM	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
E 4	WTEV	09/17/12	09/21/12	Action News @ 6p Action News @ 6p NEWS	CM	6:00 PM-6:30 PM	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
E 5	WTEV	09/17/12	09/21/12	M-F Action News @ 11pCM M-F Action News @ 11p NEWS	CM	11:00 PM-11:30 PM	MTWTF--	:30	2	\$440.00	P-2	0.00	NM	2	\$880.00
													Totals	12	\$5,000.00